WHAT IS CLAIMED:

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1. A process for producing a paper wrapper having reduced ignition proclivity characteristics when incorporated into a smoking article comprising the following steps:

providing a paper wrapper comprised of a paper web;

applying a film-forming composition to said paper wrapper at particular locations, said film-forming composition forming treated discrete areas on said wrapper, said discrete areas separated by untreated areas, said film-forming composition comprising an aqueous composition, said film-forming composition containing a film-forming material and a particulate, substantially non-reactive inorganic filler, said treated discrete areas reducing ignition proclivity, said treated areas reducing ignition proclivity by reducing oxygen to a smoldering coal of the cigarette as the coal burns and advances into said treated areas.

- 2. A process as defined in claim 1, wherein the film-forming material comprises an alginate, a pectin, a silicate, a cellulose derivative, guar gum, a starch, a modified starch, polyvinyl acetate, or a polyvinyl alcohol.
- 3. A process as defined in claim 1, wherein the inorganic filler comprises a clay, calcium carbonate, or a metal oxide.
- 4. A process as defined in claim 2, wherein the inorganic filler comprises a clay, calcium carbonate, or a metal oxide.
- 5. A process as defined in claim 1, wherein the inorganic filler comprises calcium carbonate.
 - 6. A process as defined in claim 2, wherein the inorganic filler comprises calcium carbonate.
 - 7. A process as defined in claim 1, wherein multiple layers of the film-forming composition are applied to the paper wrapper for forming the treated discrete areas.

- 8. The process of claim 7, wherein said multiple layers are applied to the paper wrapper using a method selected from the group consisting of flexography, direct gravure printing, and offset gravure printing.
- 9. The process as in claim 1, wherein said treated areas comprise a plurality of discrete circumferential bands disposed longitudinally along said smoking article.
- 10. The process of claim 1, wherein said film-forming composition comprises an alginate.

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- 11. The process of claim 1, wherein said film-forming composition comprises a pectin.
- 12. The process of claim 1, wherein said film-forming composition comprises a silicate.
- 13. The process of claim 1, wherein said film-forming composition comprises a polyvinyl alcohol.
 - 14. The process of claim 1, wherein the film-forming composition comprises a starch.
 - 15. The process of claim 1, wherein the film-forming composition comprises a cellulose derivative.
 - 16. The process of claim 1, wherein the paper wrapper has a permeability of at least about 60 Coresta prior to applying said filmforming composition.
 - 17. The process of claim 16, wherein said paper wrapper has a permeability of less than about 20 Coresta within the treated discrete areas.
 - 18. The process of claim 1, wherein the treated discrete areas have a BMI of from about 1 cm⁻¹ to about 8 cm⁻¹.
 - 19. A process for producing a smoking article comprising the step of surrounding a tobacco column with the paper wrapper defined in claim 1.

20. A smoking article having reduced ignition proclivity characteristics comprising:

a column comprising a tobacco; and a paper wrapper surrounding the column of the tobacco, the paper wrapper including discrete areas treated with an aqueous film-forming composition, the treated areas being separated by untreated areas, the film-forming composition comprising a film-forming material and a substantially non-reactive inorganic filler, the treated areas reducing ignition proclivity by reducing oxygen to a smoldering coal of the smoking article as the coal burns and advances into the treated areas.

- 21. A smoking article as defined in claim 20, wherein the film-forming material comprises an alginate, a pectin, a silicate, a cellulose derivative, guar gum, a starch, a modified starch, polyvinyl acetate, or a polyvinyl alcohol.
- 22. A smoking article as defined in claim 20, wherein the inorganic filler comprises a clay, calcium carbonate, or a metal oxide.
- 23. A smoking article as defined in claim 21, wherein the inorganic filler comprises a clay, calcium carbonate, or a metal oxide.
- 24. A smoking article as defined in claim 20, wherein the inorganic filler comprises calcium carbonate.
- 25. A smoking article as defined in claim 21, wherein the inorganic filler comprises calcium carbonate.
- 26. A smoking article as defined in claim 20, wherein the treated areas comprise multiple layers, at least one layer comprising the film-forming composition.
- 27. The smoking article as defined in claim 20, wherein said treated areas comprise a plurality of discrete circumferential bands disposed longitudinally along said smoking article.

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- 28. The smoking article as defined in claim 20, wherein said film-forming composition comprises an alginate.
- 29. The smoking article as defined in claim 20, wherein said film-forming composition comprises a pectin.
- 30. The smoking article as defined in claim 20, wherein said film-forming composition comprises a silicate.

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- 31. The smoking article as defined in claim 20, wherein said film-forming composition comprises a polyvinyl alcohol.
- 32. The smoking article as defined in claim 20, wherein the film-forming composition comprises a starch.
 - 33. The smoking article as defined in claim 20, wherein the film-forming composition comprises a cellulose derivative.
 - 34. The smoking article as defined in claim 20, wherein the paper wrapper has a permeability of at least about 60 Coresta prior to applying said film-forming composition.
 - 35. The smoking article as defined in claim 34, wherein said paper wrapper has a permeability of less than about 20 Coresta within the treated discrete areas.
 - 36. The smoking article as defined in claim 20, wherein the treated discrete areas have a BMI of from about 1 cm⁻¹ to about 8 cm⁻¹.
 - 37. A paper wrapper for a smoking article that provides the smoking article with reduced ignition proclivity characteristics comprising: a paper web designed to surround a smokeable

filler, the paper web including discrete areas treated with a film-forming composition, the treated areas being separated by untreated areas, the film-forming composition comprising an aqueous composition containing a film-forming material and a substantially non-reactive inorganic filler, the filler comprising a clay, calcium carbonate, or a metal oxide, the film-forming material comprising an alginate, a pectin, a silicate, a cellulose derivative, guar gum, a starch, a modified starch, polyvinyl acetate, or a

polyvinyl alcohol, the treated areas reducing the ignition proclivity of a smoking article incorporating the wrapper.

38. The paper wrapper as defined in claim 37, wherein the paper wrapper has a permeability of at least about 60 Coresta prior to applying said film-forming composition.

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- 39. The paper wrapper as defined in claim 37, wherein the film-forming material comprises an alginate.
- 40. The paper wrapper as defined in claim 37, wherein the filler comprises calcium carbonate.